

**THE 25TH
GLOBAL RESEARCH SYMPOSIUM ON
MARKETING AND ENTREPRENEURSHIP**

KAUFFMAN FOUNDATION DOCTORAL CONSORTIUM

**American Marketing Association
Entrepreneurial Marketing SIG**



**Chicago Marriott Downtown Magnificent Mile
540 North Michigan Avenue
Chicago, IL**

August 15 - 17, 2012

www.marketing-entrepreneurship.org

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COCHAIRS

**Gerald E. Hills, Bradley University
Fabian Eggers, Menlo College**

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The printing of this program was sponsored by the University of Tasmania.

Thank You!

PROGRAM

WEDNESDAY, AUGUST 15

12:15 - 12:45 PM

REGISTRATION

Location: Marriott 5th Floor

Refreshments

12:45 - 1:30 PM

OFFICIAL SYMPOSIUM OPENING

KAUFFMAN DOCTORAL CONSORTIUM WELCOME

AMA ENTREPRENEURIAL MARKETING SIG WELCOME

Location: Room "F/G"

Gerald E. Hills, Bradley University

E.J. Reedy, Kauffman Foundation

Vincent J. Pascal, Eastern Washington University

Fabian Eggers, Menlo College

SESSION I

Session Topic: The Marketing/Entrepreneurship Interface

Chair: Fabian Eggers, Menlo College

Location: Room "F/G"

1:30 - 3:00 PM

- * *Researching SME/Entrepreneurial Research: A study of Journal of Research in Marketing & Entrepreneurship (JRME) 2000-2014*

Philippe Massiera, EDC Paris

Audrey Gilmore, University of Ulster

Andrew McAuley, University of Southern Cross

Damian Gallagher, University of Ulster

- * *From Hypercycles to Effectual Marketing Planning: How the Marketing and Entrepreneurship Symposium Helped Transform an Early Stage Idea into a Publication*

Sam S. Holloway, University of Portland

Peter S. Whalen, University of Denver

- * *Entrepreneurs at the Marketing Interface: Are Serial Entrepreneurs Different?*

Maria Hoenicke, Eastern Washington University

Vincent J. Pascal, Eastern Washington University

3:00 - 3:30 PM

DISCUSSION BREAK

Refreshments

**CONCURRENT
SESSION II**

Session Topic: Entrepreneurial Skills and Leadership
Chair: Vincent Pascal, Eastern Washington University
Location: Room "F/G"

3:30 - 5:00 PM

- * *Do Psychotics Make the Best Entrepreneurs? A Study of Dopamine's Possible Effects on Entrepreneurial Opportunity Recognition*

Javier Monllor, DePaul University
- * *Building Confidence in Entrepreneurial Skills: The Use of Simulation-Based Pedagogy*

Jeannette Monaco, LIM College
Nicole Kirpalani, LIM College
- * *Making Sense of Entrepreneurial Learning and Identity: A Process of Becoming*

Tony Hines, Manchester Metropolitan University Business School
Pauric McGowan, University of Ulster

**CONCURRENT
SESSION III**

Session Topic: Entrepreneurship
Chair: Rosalind Jones, Bangor University
Location: Room "LA/Miami"

3:30 - 5:00 PM

- * *Successfully Managing a Startup Accelerator: The Case of Aalto Venture Garage*

Dhruv Bhatli, Universite Paris Est
Paolo Borella, Boro Oy Consulting
Jukka Karimaa, Aalto School of Economics
- * *Family Business Transitions: An Intergenerational Perspective*

Adrienne Hall-Phillips, Worcester Polytechnic Institute
Chickery J. Kasouf, Worcester Polytechnic Institute
Frank Hoy, Worcester Polytechnic Institute
- * *Fostering Entrepreneurship in Kenya: The Role of Association*

Moses L. Ngoze, Masinde Muliro University of Science Technology

5:00 - 5:30 PM

**An Empirical Investigation of Entrepreneurial Marketing
Dimensions: A Confirmatory Factor Analysis**
Location: Room "F/G"
Pitsamorn Kilenthong, University of the Thai Chamber of Commerce
Claes Hultman, Swedish Business School at Örebro University
Gerald Hills, Bradley University

7:00 PM

SYMPOSIUM DINNER

Chair: Gerald E. Hills, Bradley University

Location: Riva Restaurant, Navy Pier, 700 E. Grand Ave, Chicago

THURSDAY, AUGUST 16

SESSION IV

Session Topic: Innovation Management

Chair: Fabian Eggers, Menlo College

Location: Room "F/G"

8:30 - 10:00 AM

- * *The Impact of Innovation and Market Orientation on Nascent Ventures' Sales Revenues: Evidence from the PSED2 Data Set*

Jeremy Woods, University of Cincinnati

- * *Boundary Spanning in the Entrepreneurial Firm: Effects on Innovation and Firm Performance*

Rod Shrader, University of Illinois at Chicago

Maija Renko, University of Illinois at Chicago

Laurel F. Ofstein, University of Illinois at Chicago

- * *Some Thoughts about Customer Development, Lean Startup, and Disruptive Innovation*

Joe Giglierano, San Jose State University

10:00 - 10:30 AM

DISCUSSION BREAK

Refreshments

**CONCURRENT
SESSION V**

Session Topic: Entrepreneurship and Turbulence

Chair: David Hansen, College of Charleston

Location: Room "F/G"

10:30 - 12:00 PM

- * *Beyond the Destruction: Entrepreneurial Strategies and Initiatives post the Christchurch Earthquakes*

Morgan P. Miles, University of Tasmania

Sussie Morrish, University of Canterbury

- * *An Examination of the Inverse Creative Destruction Effect: Do natural disasters create opportunities for innovation?*

Nezih Altay, DePaul University

Javier Monllor DePaul University

- * *A Cross-Country Comparison of Success Factors in SME's Development and their Management of Risk in an Ongoing Debt-Crisis Environment*

Angela Poulakidas, City University of New York

**CONCURRENT
SESSION VI**

Session Topic: Entrepreneurial Skills and Leadership

Chair: Mari Suoranta, University of Jyväskylä

Location: Room "LA/Miami"

10:30 - 12:00 PM

- * *Exploring Entrepreneurial Team Dynamics and Stakeholder Assessment in Startups*

Dhruv Bhatli, Universite Paris Est
Paolo Borella, Boro Oy Consulting
Jukka Karimaa, Aalto School of Economics

- * *Taking the Engineering Path to Business Leadership and Entrepreneurial Success in Canada and USA*

Emeric Solymossy, Western Illinois University
Andrew Gross, Cleveland State University
James Chowhan, McMaster University

- * *Business Growth by Talking Marketing*

J.A. Harris, University of Wales
Jonathan Deacon, University of Wales

12:00 - 1:30 PM

LUNCHEON

"Elevator Research Pitches"

by Kauffman Doctoral Consortium Participants

Location: Room "Denver/Houston"

SESSION VII

Session Topic: International Entrepreneurship

Chair: Glenn Omura, Michigan State University

Location: Room "F/G"

1:30 - 3:00 PM

- * *An Integrative Research Model of International Entrepreneurship*

Anisur Rahman Faroque, University of Canterbury
Sussie Morrish, University of Canterbury

- * *Marketer or Entrepreneur: Who will be Chosen to Conquer International Markets?*

Kristina Maiksteniene, ISM University of Management and Economics

- * *Entrepreneurial orientation and firm performance: a multi-country study in the Rhine Valley region of Austria, Switzerland and Liechtenstein*

Matthias Filser, University of Utrecht

3:00 - 3:30 PM

**DISCUSSION BREAK
Refreshments**

SESSION VIII

Panel: Doing Research at the Marketing/Entrepreneurship Interface

Chairs: Morgan P. Miles, University of Tasmania

Fabian Eggers, Menlo College

Location: Room "F/G"

3:30 - 4:30 PM

* *Panel presentations and discussion*

Chickery J. Kasouf, Worcester Polytechnic Institute

Glenn Omura, Michigan State University

Audrey Gilmore, University of Ulster

Andrew McAuley, Southern Cross University

4:30 - 5:30 PM

* *Kauffman Foundation Breakout Discussion Session
"Marketing/Entrepreneurship Research Strategies"*

7:00 PM

SYMPOSIUM RECEPTION

(Dinner on your own)

FRIDAY, AUGUST 17

SESSION IX

Session Topic: Entrepreneurial Marketing

Chair: Claes Hultman, Swedish Business School at Örebro University

Location: Room "F/G"

8:30 - 10:00 AM

- * *Comparison of Marketing Strategies of Two Cooperative Cheese Producers: Fromagerie Cabot in Vermont (USA) and Fromagerie Saint-Guillaume in Québec (Canada)*

Jocelyn D. Perreault, University of Quebec

- * *Measuring Entrepreneurial Marketing – A Proposal for a Cross-country Quantitative Study*

Rosalind Jones, Bangor University

Mari Suoranta, University of Jyväskylä

- * *Casting a Wide Net: Online Activities of Small and New Businesses in the United States*

E.J. Reedy, Kauffman Foundation

10:00 - 10:30 AM

DISCUSSION BREAK

Refreshments

SESSION X

Session Topic: Entrepreneurial Networks

Chair: Audrey Gilmore, University of Ulster

Location: Room "F/G"

10:30 - 11:30 AM

- * *The Changing Dynamic of Personal Contact Networking in Entrepreneurial SMEs: A Marketing Planning Perspective*

Colette Darcy, National College of Ireland

Jimmy Hill, National College of Ireland

- * *Entrepreneurial Networks and Internationalization Opportunities: A Study of Entrepreneurial Marketing Orientation*

Rosalind Jones, Bangor University

Sussie Morrish, University of Canterbury

11:30 AM

CLOSING COMMENTS, Symposium Commentators

Location: Room "F/G"

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IN MEMORIAM: A PERSONAL NOTE

It is with a deep sense of sadness that I write these words in tribute to Dr. Debra Malewicki. I still think of “Deb” as my former Ph.D. student as I was privileged to Chair her dissertation committee and have her as a vibrant contributor to discussions in the Ph.D. Seminar in Entrepreneurship at the University of Illinois at Chicago (UIC). Her intellect and energy combined to make her one of the most talented students I worked with in my four decades of teaching.

Beginning with her admission to the Ph.D. program at UIC, it was clear that she was totally committed to help build the developing, intellectual field of entrepreneurship. At a time when we were all pioneers, establishing the legitimacy of this domain, Dr. Malewicki brought her exceptional abilities and experience. She had already worked extensively with entrepreneurs, gaining insights through observation that were rare for new Ph.D. candidates. This led her to identify particularly important issues to discuss and pursue, and she continued this into her last work regarding networks. She also continued her outstanding work on technology commercialization.

Deb was not only a scholar in her own research but she served as a leader in the annual Research Symposium on Marketing and Entrepreneurship, held at George Washington University. It was there where I met her wonderful children and husband, and enjoyed their company with my wife. Deb was always quick to smile and laugh and her leadership orientation was infectious, always positive and upbeat.

We already miss Dr. Debra Malewicki, but we know that our world is better because she made a difference. As an ideal professor and role model, she generated important new knowledge and changed the lives of students and entrepreneurs for the better. She enriched her family and her many friends with her love. We thank you Deb.

In gratitude,

Gerry Hills
Turner Chairholder, Bradley University
Professor Emeritus, UIC